

**IN THE CLAIMS:**

1-28 (Cancelled)

29. (new) A method to generate a print image on a carrier material, comprising the steps of:

5 covering a surface of a print carrier with a layer of a fountain solution which is one of ink-repelling and ink-attracting;

in a structuring process generating ink-attracting regions and ink-repelling regions via structuring of the fountain solution layer on the surface of the print carrier corresponding to a structure of the print image to be printed,  
10 and wherein to structure the fountain solution, radiation of a lamp is directed via a control element per image point onto the fountain solution at the surface of the print carrier dependent on a control signal;

applying at the surface ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions; and

15 transferring the applied ink onto the carrier material.

30. (new) A method according to claim 29 wherein a plurality of control elements are arranged in at least one line as an array and the structuring occurs line-by-line.

31. (new) A method according to claim 29 wherein a PLZT element  
20 is used as the control element.

32. (new) A method according to claim 31 wherein a light scatter effect of the PLZT element is used for modulation of the radiation.

33. (new) A method according to claim 29 wherein a plurality of PLZT elements are combined into one of a single-line and a multi-line PLZT  
25 array.

34. (new) A method according to claim 33 wherein an imaging optic that focuses the radiation passed by the respective PLZT element onto the surface of the print carrier is arranged between the PLZT array and the surface of the print carrier.

5 35. (new) A method according to claim 34 wherein a SELFOC element is used as the imaging optic.

36. (new) A method according to claim 29 wherein a DMD element is used as the control element.

10 37. (new) A method according to claim 36 wherein a plurality of DMD elements are combined into one of a single-row and a multi-row DMD array.

15 38. (new) A method according to claim 37 wherein an imaging optic that focuses the radiation emitted by the respective DMD element at the surface of the print carrier is arranged between the DMD array and the surface of the print carrier.

39. (new) A method according to claim 29 wherein at least one of a DMD array and a PLZT array are arranged on a cooled carrier that is cooled by at least one of water and gas.

20 40. (new) A method according to claim 29 wherein the lamp is one of a xenon lamp and a halogen lamp.

41. (new) A method according to claim 29 wherein a wavelength of the radiation radiated by the lamp is adapted to the fountain solution layer.

42. (new) A method according to claim 29 wherein a wavelength of the radiation of the lamp is adapted to the surface of the print carrier.

25 43. (new) A device to generate a print image on a carrier material, comprising the steps of:

an image generating station in which in a structuring process ink-attracting regions and ink-repelling regions are generated on a surface of a print carrier corresponding to a structure of the print image to be printed;

5 an ink application station wherein ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions is applied on the surface;

an ink transfer station wherein the applied ink is transferred onto the carrier material;

10 the image generating station having a lamp whose radiation is directed via a control element per image point; and

toward the surface of the print carrier, the radiation being dependent on a control signal.

44. (new) A device according to claim 43 wherein a plurality of control elements are arranged in at least one line as an array and the structuring occurs line-by-line.  
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45. (new) A device according to claim 43 wherein a PLZT element is used as the control element.

46. (new) A device according to claim 45 wherein a light scatter effect of the PLZT element is used for modulation of the radiation.

20 47. (new) A device according to claim 43 wherein a plurality of PLZT elements are combined into one of a single-line and a multi-line PLZT array.

48. (new) A device according to claim 47 wherein an imaging optic that focuses the radiation passed by the respective PLZT element onto the surface of the print carrier is arranged between the PLZT array and the surface of the print carrier.  
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49. (new) A device according to claim 48 wherein a SELFOC element is used as the imaging optic.

50. (new) A device according to claim 43 wherein a DMD element is used as the control element.

5 51. (new) A device according to claim 50 wherein a plurality of DMD elements are combined into one of a single-row and a multi-row DMD array.

52. (new) A device according to claim 51 wherein an imaging optic that focuses the radiation emitted by the respective DMD element toward the surface of the print carrier is arranged between the DMD array and the  
10 surface of the print carrier.

53. (new) A device according to claim 43 wherein at least one of a DMD array and a PLZT array are arranged on a cooled carrier that is cooled by at least one of water and gas.

54. (new) A device according to claim 43 wherein one of a xenon  
15 lamp and a halogen lamp is used as the lamp.

55. (new) A device according to claim 54 wherein a wavelength of the radiation radiated by the lamp is adapted to the fountain solution layer.

56. (new) A device according to claim 43 wherein a wavelength of the radiation of the lamp is adapted to the surface of the print carrier.

20 57. (new) A method to generate a print image on a carrier material, comprising the steps of:

covering a surface of a print carrier with a layer of a fountain solution which is one of ink-repelling and ink-attracting;

25 in a structuring process generating ink-attracting regions and ink-repelling regions for the fountain solution layer on the surface of the print carrier corresponding to a structure of the print image to be printed, and

wherein radiation of a lamp is directed via a control element per image point toward the surface of the print carrier;

applying at the surface ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions; and

5           transferring the applied ink onto the carrier material.

58. (new)   A method according to claim 57 wherein a plurality of control elements are arranged in at least one line as an array and the structuring occurs line-by-line.

59. (new)   A method according to claim 57 wherein a PLZT element  
10           is used as the control element.

60. (new)   A method according to claim 59 wherein a light scatter effect of the PLZT element is used for modulation of the radiation.

61. (new)   A method according to claim 57 wherein a plurality of PLZT elements are combined into one of a single-line and a multi-line PLZT  
15           array.

62. (new)   A method according to claim 61 wherein an imaging optic that focuses the radiation passed by the respective PLZT element onto the surface of the print carrier is arranged between the PLZT array and the surface of the print carrier.

20           63. (new)   A method according to claim 62 wherein a SELFOC element is used as the imaging optic.

64. (new)   A method according to claim 57 wherein a DMD element is used as the control element.

65. (new)   A method according to claim 64 wherein a plurality of  
25           DMD elements are combined into one of a single-row and a multi-row DMD array.

66. (new) A method according to claim 65 wherein an imaging optic that focuses the radiation emitted by the respective DMD element at the surface of the print carrier is arranged between the DMD array and the surface of the print carrier.

5           67. (new) A method according to claim 57 wherein at least one of a DMD array and a PLZT array are arranged on a cooled carrier that is cooled by at least one of water and gas.

68. (new) A method according to claim 57 wherein the lamp is one of a xenon lamp and a halogen lamp.

10           69. (new) A method according to claim 57 wherein a wavelength of the radiation radiated by the lamp is adapted to a hydrophilic layer beneath the fountain solution layer.

70. (new) A method according to claim 57 wherein a wavelength of the radiation of the lamp is adapted to the surface of the print carrier.

15           71. (new) A device to generate a print image on a carrier material, comprising the steps of:

an image generating station in which in a structuring process ink-attracting regions and ink-repelling regions are generated on a surface of a print carrier corresponding to a structure of the print image to be printed;

20           an ink application station wherein ink that adheres to the ink-attracting regions and that is not absorbed by the ink-repelling regions is applied on the surface;

an ink transfer station wherein the applied ink is transferred onto the carrier material; and

25           the image generating station having a lamp whose radiation is directed via a control element controlled by a control signal toward the surface of the print carrier.